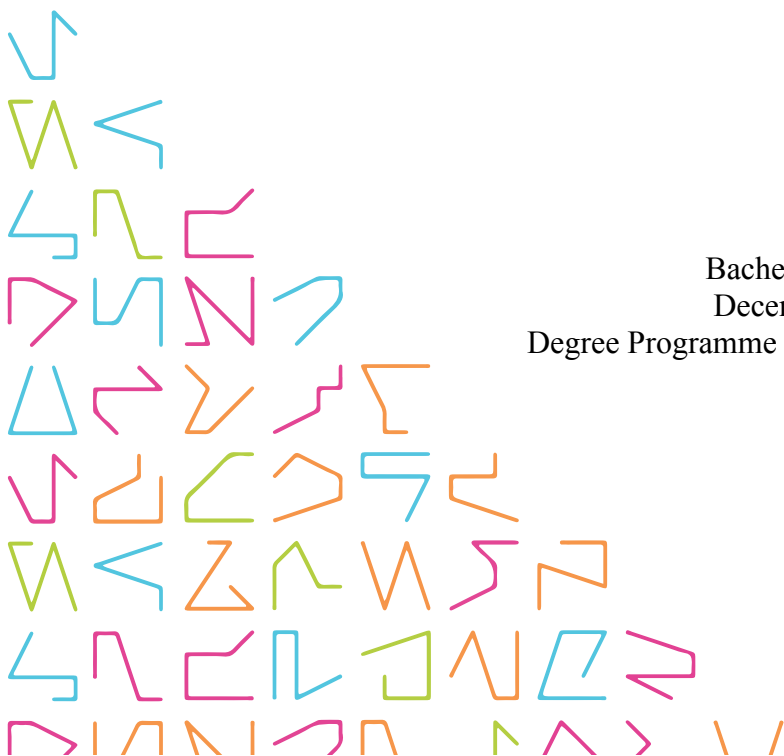


# **Marketing research for expanding a business online**

Case Uulatuote

Susanna Plane

Bachelor's thesis  
December 2016  
Degree Programme in International Business



## **ABSTRACT**

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The purpose of the thesis was to find out if an expansion of business, in the form of a web shop would be profitable for the case company, Uulatuote. Uulatuote is a Finnish family business specializing in selling traditional and environmentally friendly paint. The potential business expansion profitability was researched through an online survey, with a sample size of 377 respondents. The purpose was to find out what consumers think about the idea of purchasing paint and painting utensils online, since this kind of a business model is not yet seen in the Finnish markets. The purpose was also to find out what the consumers needs and biggest problems were regarding paint purchasing.

The survey was sent out through the case company's Facebook page, which consisted of more than 5000 followers, in order to reach people who already knew the company and were interested in the product or had used it before. Using the Facebook page follower base also enabled the author to gather answers from the actual target group of the case company, rather than a random sample of Finnish people, which gave a more reliable overall result, since the respondents could potentially be future users of the web shop.

The data was collected through a survey made with Google Forms and analysed by using graphs to illustrate the results in a clear and visual way. The research results indicated that there definitely is an interest towards an online shop, which would satisfy different needs. From the results, it could be clearly seen that consumers do not feel hundred percent comfortable ordering paint products online, since majority expressed their need for help in different areas when doing a purchase. The next step for the case company is to further plan if a web shop could answer to these obstacles. The conclusions are further discussed in the last part of the thesis.

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Key words: e-commerce, web shop, internet marketing

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## 1 INTRODUCTION

The purpose of the thesis is to find out if an expansion of business in the form of a web shop would be profitable for the case company, Uulatuote. This is looked at from the point of view of the consumers. The problem is researched through an online survey, which gives insights on what consumers think about the idea of purchasing paint and painting utensils online, what are the most pressing problems regarding online paint purchasing, which product groups the consumers would buy and how much extra they would be willing to pay for the delivery.

Further on in the thesis the theoretical framework is introduced, including secondary data supporting the research results gathered from the survey. The theoretical framework consists of main areas of e-commerce; e-commerce strategy and Internet marketing and also research results from various sources regarding online purchasing and the use of web shops.

Detailed analysis of the survey results follows the theoretical framework, shedding light into how the selected sample of Finnish consumers see the opportunity of making paint purchases through a web shop rather than going to a retail store. Finally the conclusions are drawn from the results derived from the online survey.

## **2 THESIS PLAN**

### **2.1 Thesis topic**

Uulatuote is a family business specializing in selling traditional, environmentally friendly paint. The company is located in Kauvatsa, Finland and it has existed since 1978. Uulatuote has around 100 retailers all around Finland and additionally a studio space in Tampere, where small cans of paint and some additional equipment are sold. The studio space is mainly a second office where the sales secretaries work, but customers can also come in to ask for advice. Uulatuote has a website where at the moment, customers can only order paint samples online.

The company has begun to think about the option of establishing a web shop, which could possibly mean eventual growth in revenue since it could reduce the amount of retailers. Paint, at the moment, is rarely sold online, even though online purchasing has grown rapidly in recent years (TNS Gallup, 2015).

The topic of the thesis was a research conducted through a survey, providing important information for the company regarding how consumers feel about the option of buying paint online. The transition from a traditional way of doing business to a more electronic way would be a great change, so the results of the thesis are of great significance for the company. The theme of the thesis is current, since e-commerce is a burning topic in most areas of business at the moment and will be even more so in the years to come.

## **2.2 Thesis objective, purpose and research questions**

The purpose of the thesis was to obtain knowledge through a survey, which will ultimately help the company to make decisions about future plans. The objective was to gather valuable information by finding out the opinions of consumers, indicating their sentiments about the idea of purchasing paint online and aspects about delivery options and prices. Another research question was to find out if the consumers who have bought paint have required a lot of help from the sales personnel in stores and if yes, in which areas. The purpose was to also clarify if there are significant changes in opinions when it comes to age and gender. The ultimate research question was "would it be profitable for Uulatuote to go online?"

A survey was posted on the company's Facebook page, which consists of 5000+ followers. This way the survey reached consumers who are actually interested in the company and who have possibly used the products of the company before. Conclusions were drawn from the survey results expressing whether the expansion of business for Uulatuote would be beneficial or not, since it can be seen from the results how big a percentage of respondents would possibly make a purchase online.

## **2.3 Concepts and theory**

Basics of e-commerce and web shop are an important part of the theoretical framework of the thesis, since they give an understanding of what the future outlook for doing business for the company is. Survey results of the growth of online shopping derived from Tilastokeskus are also presented in the thesis. The results are of great value, since they show very important figures of how and why Finns use online shops. Additionally, other survey results regarding online shopping and buying behavior are presented in the thesis. Insights of how commerce has changed in recent years will also follow. Finally, the basics of Internet marketing are introduced in the thesis, since a web shop cannot be successful without marketing efforts (Koskinen, J. 2004, 145).

## 2.4 Working methods and data

In this research a survey was the best way to reach the most respondents, since the more responses gathered, the more reliable the end result is. An online survey posted on Facebook was the most cost and time efficient in this research, since it reached both the target audience of the company and also such a large amount of people in general that it was highly likely to receive a lot of responses in a short period of time.

It was crucial to form the survey questions in a way that they would generate answers that are relevant for the company. The thesis process started with the theoretical part, which gave a deeper insight for the author, so that the survey questions were easier to form afterwards. The primary data was gathered through the survey and was sent out to the Facebook followers of the company after it was carefully designed and tested. The questionnaire included both open- and closed-end questions. Open-end questions tend to tell more how the respondents actually think and are useful when the aim is not to find out how big a percentage of respondents feel the same way, whereas closed-end questions are easier to interpret (Kotler & Keller, 2009, 136). In the research at hand, it was more beneficial to get as many answers as possible since the purpose was to specifically find out how many people measured in percentages find which option the best.

The objective was to use a quantitative method in the thesis. The opposite of quantitative method is qualitative method, which generally means an interview with a respondent either face to face or through telephone (Eriksson & Kovalainen, 2008, 78). The qualitative method is said to usually generate more insights, since the interviewer gets to have a longer relationship with the respondent in comparison to a questionnaire-based quantitative method (Aaker & Kumar & Day, 2007, 189). However, in the thesis at hand, it was more important to get the opinions of as many respondents as possible rather than only interviewing a few individuals.

After the questionnaires were filled out and sent back to the author the analysis process begun. Careful analysis of the data gathered gave vital information for the company in the form of charts and graphs, which are easy to interpret for the reader of the thesis. The charts and graphs were also further explained with text. In order to succeed in analysing the data, some cross-tabulations were done. After careful analysis, conclusions were drawn and presented in the thesis.

## 2.5 Thesis process

The thesis at hand begins with the theoretical framework, introducing some valuable theories to support the analysis. The theoretical framework consists of concepts derived from applicable literature and earlier studies similar to the research at hand. The purpose of the use of secondary data was to give guidelines to the research. The concepts used in the thesis were for example e-commerce, the growth of online shopping and Internet marketing. Since the perfect outlook for the company would be to expand its business online, it was important to study the concepts mentioned.

After the theoretical framework was carefully done and completed, the survey was designed and finally sent to the respondents. In the thesis at hand, the sample for the survey was the Facebook follower base of the company. After the respondents filled in the survey and the author collected the answers, followed the analysis. The purpose of data analysis was to find frequencies in responses and make conclusions based on that (Kotler & Keller, 2009, 142). Ultimately conclusions were drawn, using the analysis derived from the survey results and as a final part of the thesis the appendices were shown to the reader of the thesis as additional info.



PICTURE 1. The Marketing Research Process (Pearson Education Inc, 2012)



### 3 CONCEPTS AND THEORETICAL FRAMEWORK

#### 3.1 E-commerce and E-business

It's often thought that the word, e-commerce means only buying and selling on the internet, but it actually stands for all electronical transactions between an organization and a third party, for example a customer asking for more information about a product or a service. E-business, on the other hand, means doing business using information and communications technologies. (Chaffey, 2011, 10)

According to Jennifer Rowley (2002, 4) e-commerce consists of four stages, "contact", "interact", "transact" and "relate", where the part "transact" corresponds to online transactions, catalogue order and fulfilment and interacting with trading partners. On a larger scale, e-commerce stands for doing business in an electronical way throughout the whole company.

The Internet, as it is now, has only existed for about 15 years, but has since grown rapidly. Nowadays, it's considered as one of the most important media channels. (Mainostajien liitto, 2009, 12-13) E-commerce opens doors for new business models and according to Jaakko Hallavo (2013, 11) no matter if a company is selling to other businesses, to retailers or consumers, the role of e-commerce does not need reasoning, since it's vital for all companies.

Still, according to Jarmo Peltoniemi in Jaakko Koskinen's book "Verkkoliiketoiminta" (2004) a company must have a strong sense of its overall strategy and knowledge about its customer's behaviour before it can pursue online business. Putting up a basic web shop is fairly cheap, but the technical support and marketing costs might end up being quite expensive (Koskinen, 2004, 297).

### 3.2 E-business strategy

A strategy is as Michael Porter states "a strong focus on profitability not just growth, an ability to define a unique value proposition, and a willingness to make tough trade-offs in what not to do." (Jelassi & Enders, 2008, 7)

The e-business strategy consists of three steps, which are *strategic analysis*, *strategy formulation* and *strategy implementation*. As in any strategy formulation, the process starts with external analysis and internal analysis. Strategic analysis is looking at all possible strategy options and new market spaces. When it comes to strategy formulation, creating value and competitive advantage is the key. Before the actual implementation of a new or revised strategy, interaction with suppliers and customers is vital. (Jelassi & Enders, 2008, 38)

The Internet offers a great amount of added value, since nowadays consumers don't only use the internet to find information, but also to read and post opinions and reviews, comparing companies and their products/services, actual buying and also checking for availabilities in stock. The behaviour of consumers has changed and is something companies should react to. (Mainostajien Liitto, 2009, 195) Also, it's very important for companies to understand that because of the wide use of the Internet, customers might not stay as loyal as companies might think. According to the results derived from a web survey made by Smilehouse in 2009, only 25% of web shop customers go and buy a product from the physical store of the same company if a desired product is not found from the web shop. 55% move on to another web shop instead. (Mainostajien Liitto, 2009, 196)

When looking at Uulatuote's strategy with Ansoff's matrix, the company is using market development to renew its business model, which means that the company sells existing products but expands its marketplace, in this case to the Internet. E-business strategies must be aligned with other strategies within the company, but since the marketplace is online, it's advisable to review the strategy frequently as conditions change at a faster pace in the e-business arena. Especially in the case of Uulatuote, a separate e-business strategy is highly important since it would have a big significance on company operations. (Rowley, 2002, 203-204)

Since paint is rarely sold online in Finnish markets at the moment, the company would get the advantage of being the early-mover in expanding its business online. According to Jelassi and Enders (2008), companies, which enter the market first, have a pretty strong impact on consumers which leads to brand awareness and prestige.

### 3.3 Web shop

A basic rule of thumb is that a web shop must enable a customer to find information, compare products, purchase and get a confirmation of purchase online. The term web shop can be used if the website includes at least a few dozen products which are organized accordingly. (Vehmas, 2008, 4, 10)

A web shop is an electronical shop, where the role of the salesperson is moved to the consumer, who makes the transaction using either a creditcard, bill, online banking or such as a payment method and receiving the product for his/her own use. By using a web-shop, a business lowers its costs of sales rather than selling it forward to a retailer who then sells it to the end user. (Mainostajien Liitto, 2009, 193) The significance of a web shop is continuously growing and according to Mainostajien Liitto (2009) it's essential for all trade companies to think about the role of e-commerce in their own business.

One of the core reasons in launching a web shop is the convenience for the customer, since they can access the shop any hour of any day. Another significant reason is cost efficiency, since a company pursuing online sales will save money compared to having physical stores. Products can be sold at a lower price, which could possibly lead to more money generated. Savings can occur also when a company does not need as many employees as it did before moving to a web shop, although a transition to a web-based business model will require a lot of investment at first. (Koskinen, 2004) However, if launching a web shop, a company must remember that also the customer has to get something more out of the online experience compared to buying the product from a store. For example, a web shop should have broad information about all products sold, specific information about how long the delivery time is and assurance that the customer will save time by shopping online. (Vehmas, 2008, 52)

According to Olli Miettinen (2014), in order to succeed in having an online shop, intensive marketing on social media channels and search engines is vital. Also the actual web shop platform must be trustworthy in order for the customer to feel assured that the purchasing will be valuable for him or her. Miettinen states that one of the most important things is to have enough payment and delivery methods.

In March 2014, Matkahuolto conducted a research in which 1036 15 to 70 year old Finns responded. The research showed that from the respondents only 9,2% denied buying any items online. Online purchasing is not a trend for the younger generation anymore, but the needs can be a bit different for the older buyers. For younger buyers the country of origin of the online shop didn't play a big role but the older buyers wanted to buy more from Finnish web shops. One third of 56 to 70 year old Finns only bought from Finnish web shops and 24% did the same from respondents between the ages of 39 to 55. Some differences showed up when responses between men and women were compared. Men preferred to buy electronic products, movies and games whereas women preferred hygiene products, pharmacy products and clothing.

69% of the respondents felt that the awkwardness of purchasing items from a physical store didn't play a big role in choosing online shopping, but some still stated this as a reason. 28% thought the easiness of purchasing was a strength for online shops and 22% valued the opportunity to compare prices and products. (Laakso, 2014)

There were differences between responses when it came to the respondent's residence. On average, 15% of respondents living in east, west and north parts of Finland stated they buy products online, which they can't find from their hometown. Respondents from the south of Finland were more satisfied with the selection they found near by. (Laakso, 2014)

The aspect of product quality and service safety were a concern for half of the Matkahuolto research respondents. The main concern was if the product ordered online really matched with the product description on site. Also the safety of buying online concerned respondents. Almost a quarter of male respondents and almost one third of female respondents were worried about the opportunities of product returns. (Laakso, 2014)

72% of the respondents stated that they expect a package from a domestic web shop to be delivered within two to four days after the order has been made. Packages from abroad were expected to be delivered within one week. A little less than a fifth of male respondents thought 2 to 4 days delivery time for all orders, domestic or not was enough, but almost a third of female respondents stated that they could wait for a non-domestic delivery for up to as much as two weeks. (Laakso, 2014)

### **3.3.1 Traditional store supporting a web shop**

At the moment, most web shops either work independently or in co-operation with a traditional store (Lahtinen, 2013, 18). In his book ”Perusta menestyvä verkkokauppa” Seppo Vehmas states, that if a company already does business in a traditional way and has a history of doing this, it would probably be a bad idea to give it up. Instead, the web shop can support the traditional way and vice versa. (Vehmas, 2008, 153)

As an example Verkkokauppa.com didn’t succeed only by having a web shop, but having also a traditional store to support the online option. The web shop of Verkkokauppa.com was mainly an online catalogue, with the possibility to see prices and availability in store. Customers could also make reservations online and most people went to collect the product from the physical store even though ordering online was also a possibility. (Vehmas, 2008, 153)

Another example is Reima, which used to do business only by using retailers. The company decided to set up an international web shop to expand its revenue and also to help with establishing a connection with consumers. Reima used both traditional and electronic ways of doing business, which supported each other. Reima made more money but at the same time directed consumers to its retailers through its online channel. A company can present all its products online, but only sell some of them electronically. This way, the web shop also guides the customers to visit the nearest store by telling the customer that the desired product is available there. (Hallavo, 2013, 35, 55)

### **3.3.2 Web shop profitability**

Usually it takes time for a web shop to become successful. Gradual brand building seems to be the key, so according to Miettinen (2014) no massive marketing budgets are needed. In many cases, the company also has a physical store, which enables the gradual growth of the web shop as well.

A web shop cannot be profitable if it doesn't meet the needs of its customers. The most important indicators for measuring profitability are the web shop visitors, conversion rate, average amount spent on one order and gross profit. Because the data is easily accessible a company can react in a timely manner if changes are needed. When it comes to web shop operations, one major cost for the company is the amount spent in dispatching costs. Keeping that in mind, the products sold online must be selected in a way that the company does not lose money with every order it sends out. Also, since customers are the ones generating revenue for the company, customer feedback is an inevitable addition to any web shop. Direct feedback gives straightforward advice for improvement. The easier it is to use the web shop, the more conversion it generates. (Lahtinen, 2013, 36-37, 155)

Using for example Google AdWords, a company can see how many times a certain keyword has been used, which indicates how interested customers are to find a certain product/service online. By seeing how many times a keyword has been searched, a company can make an estimation on how many of these consumers would become customers. (Lahtinen, 2013, 41-44)

### 3.4 The growth of online shopping

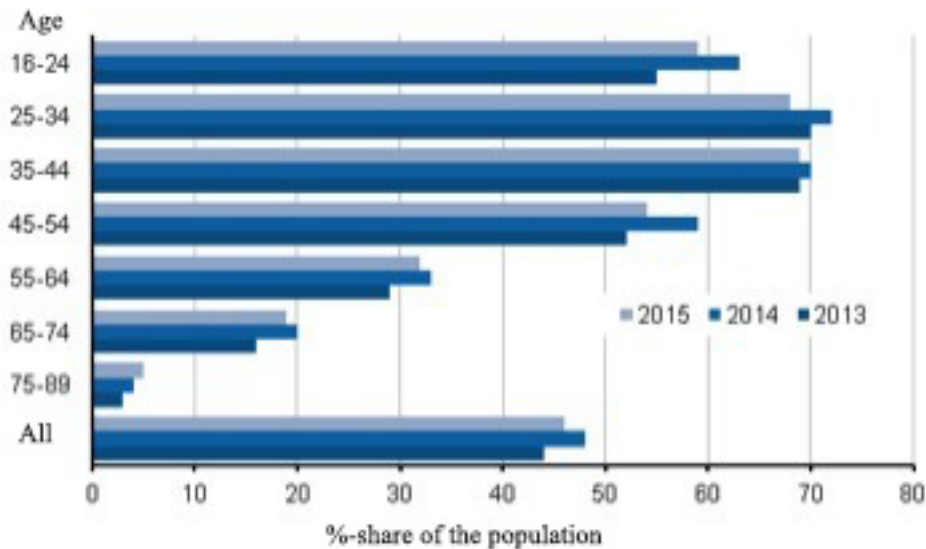
The online shopping behaviour of the Finnish population is studied every year by the TNS Gallup. The statistics of year 2014 reveal that the amount of money spent on online shopping was 10, 5 thousand millions, which was a bit more than the year before. All in all, online purchasing of retail products has increased 34% from the year 2010, which indicates that there's constant growth in online purchasing. The amount of people ordering online has also increased more than the money spent per person. (TNS Gallup, 2015)

According to the TNS Gallup survey from 2014, consumers prefer online stores to traditional ones because of the easiness of the process, product prices, product selection and non-existing opening hours. The reasons why consumers decide to make a purchase online seemed to be mainly saving money, time and effort of going to the physical store. However, even though the growth of online purchasing has increased, many consumers still prefer the physical store experience over the online one. This is why, nowadays, a lot of companies make use of both options. (Frosterus, 2014)

The modern consumer uses both traditional and online channels when making purchases, which indicates that physical stores are still relevant for the consumers even though online shopping has expanded continuously. It seems that the collaboration between physical stores and online stores is a great one, since it gives the consumer more freedom in a mobile society where almost all stores are accessible by phone where ever and when ever. (Frosterus, 2014)

According to Tilastokeskus (2015) 87% of 16 to 89 year old Finns use the Internet and 68% use it several times per day. 46% of Finns have utilized web shops, which was the same amount as the year before. The most popular services bought online were hotel accommodations, tickets for traveling, concerts and movies. Whereas the most bought products were clothing and shoes.





PICTURE 2. The amount of Finns who made online purchases in the past three months during the years 2013-2015 measured as a percentage. (Tilastokeskus, 2015, modified)

As can be seen from the chart, the amount of online shopping has dropped a little from 2014, except for the oldest age group.

TABLE 1. The most popular products and services bought online, by 16 to 89 year old Finns during the years 2014 and 2015, measured as a percentage. (Tilastokeskus, 2015, modified)

Bought the following products/services in the past 12 months	2015	2014
	%-share of 16–89-year old population	
Accommodation	36	36
Other services related to traveling	36	34
Tickets for theater, concerts, movies etc.	36	33
Clothing and shoes	35	34
Gambling	25	27
Products related to hobbies (not sports)	21	20
Sports equipment	21	20
Home textiles, furniture and toys	20	18
Books and magazines	19	20
Electronics and home appliances	19	17

### 3.4.1 The change in commerce

The way of doing business has changed dramatically throughout recent decades. Since 1960, when commerce was simply selling and marketing, the definition of commerce has changed considerably. It can be said that the suppliers held the power in the earlier decades. Before the new millenium, efficient logistics, efficient purchasing and global brands were the key aspects for companies. Where we are now, is the “time of the customer”, as Hallavo states in his book “Verkkokaupan Rautaisannos” (2013). Now, the core of commerce is the relationship built with the customers by enabling them to take part in the story building of the brand. The power has shifted from the suppliers and companies to the actual end customers and e-commerce is a big part of this, since consumer behaviour has changed because of the freedom of choosing the way of making a purchase. (Hallavo, 2013, 20)

TABLE 2. The change of commerce. (Hallavo, 2013, 20, modified)

1960-1980	1980-2000	2000 →
Sales	Efficiency	The time of the customer
<ul style="list-style-type: none"> <li>• Efficient produccution</li> </ul>	<ul style="list-style-type: none"> <li>• Global brands</li> </ul>	<ul style="list-style-type: none"> <li>• Multichannels</li> </ul>
<ul style="list-style-type: none"> <li>• The 4 P's of marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Efficient purchasing</li> </ul>	<ul style="list-style-type: none"> <li>• Storytelling and involvement</li> </ul>
<ul style="list-style-type: none"> <li>• Active advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Chain Management</li> </ul>	<ul style="list-style-type: none"> <li>• Purchase supporting</li> </ul>

In the eyes of the customers, a web shop is only one option amongst others. According to Hallavo (2013), a web shop should actually be only one channel of a larger, multichannel shop. A multichannel shop is a combination of channels, such as stores, web shops, product catalogues and customer service. A customer chooses which channel to use, depending on what his/her needs or wants are, and thus a company must have all the components working.

A multichannel shop can be a challenge for a company seeking to achieve status, since getting a web shop to work requires a lot of resources. It has to be as easy as possible for the customers who don't see the physical stores and web shops as different components, but actually as two aspects of a larger whole. (Lahtinen, 2013, 24) A company must adjust its strategy when it comes to logistical aspects, it needs qualified employees to handle the web shop and keep all channels aligned when it comes to prices, campaigns and customer service. The management of a company must have a true will to go online, that's where everything begins. The will combined with skillful personnel and the right product are the requirements for success in the online market. (Hallavo, 2013, 67, 78-79)

Based on American Accenture seamless retailing –research (Talouselämä, 2014), in which 750 American adults were interviewed, it was clearly shown that consumers still want to do their purchasing in physical stores. Petri Salo, Accenture's technology manager in Finland stated that sellers in Finland should concentrate their efforts on making the combination of web shops and the experience in physical stores seamless.

19% of the respondents told that they make the buying decision online but make the actual purchase in a physical store more frequently than a year before, which emphasizes the importance of a multichannel shop. 78% had bought an item from a physical store after browsing through a web shop during the past twelve months and 72% had eyed an item in a physical store and bought it later online. (Talouselämä, 2014)

Accenture's research also showed that 57% of the respondents wanted free delivery for a product purchased online even though it would prolong the delivery time. However, 23% stated they would pay a decent amount if it meant they would get the product delivered on the next day. (Talouselämä, 2014)

The same product catalogue in all purchasing channels was important for 43% of the respondents, 57% stated they want the same offers in all channels and 69% wanted the same prices in all channels. 54% of the respondents stated the easiness of purchasing on the web and mobile was the most important thing, even though it had decreased by 8% from the year 2012. (Talouselämä, 2014)

Also, based on PwC's annual research done in the USA, 40% of people still prefer to make purchases in a physical store rather than buying online. The research included almost 20 000 responses from all over the world. The reasons given for making a purchase in a physical store were to avoid paying for delivery and getting the product for use straight away. PwC's Steven Barr, stated that according to the research results, consumers often use the web shop as a showroom where comparison of products and prices is done. After the online research, the consumer goes and gets the product from a physical store. (Brooks, 2015)

### 3.5 Internet marketing

For a traditional store, the location is the key when it comes to success. For a web shop, the case is different, since customers won't find it if there's nothing to guide them there. Marketing efforts are thus a must when doing business online. (Lahtinen, 2013, 31)

The web is a large playing field for customers to give feedback and communicate. Word of mouth is a powerful marketing tool, but there are always two sides to it; the communication can be either positive or negative. When it comes to the Internet, it is much easier for customers to voice their opinions about a company and its products or services. (Rowley, 2002, 102) Nowadays consumers write or even post pictures or videos on the Internet about their experiences towards a product or a company and one inspiring enough review might even end up getting a significant audience. (Mainostajien Liitto, 2009, 166)

It is essential for a company to maintain a good relationship with its customers and this point is valid also when it comes to maintaining a successful web shop. There must be something that attracts customers to pay continuous visits, this usually meaning that the customer had a successful experience the last time. (Rowley, 2002, 104) If a company does not make enough effort in making a web shop and its marketing is not sufficient and doesn't maintain a balanced relationship with its customers, the whole thing might turn against the company. For example e-mail marketing efforts might go wrong, if the customer receiving the e-mail does not understand why they are getting it. (Koskinen, 2004, 145)

Traditional channels →

Internet marketing →

Store/service →

Working business

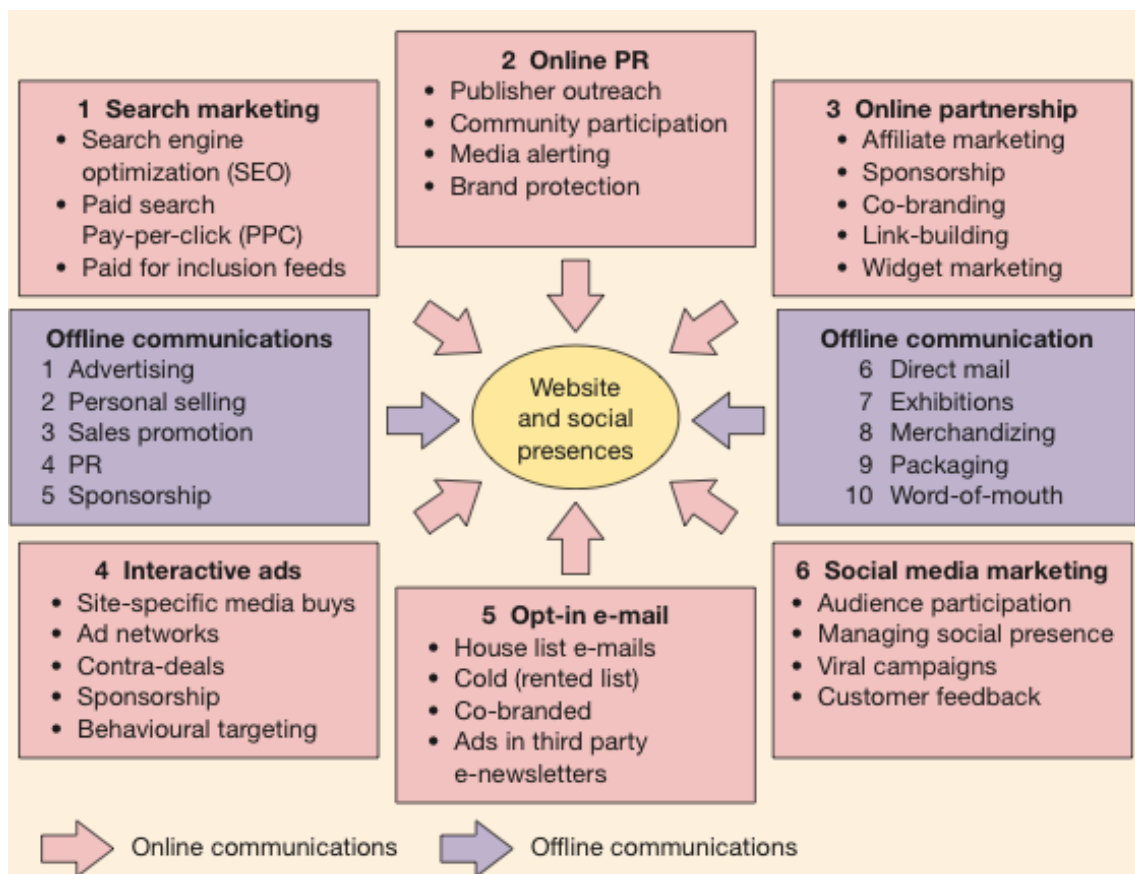
FIGURE 1. The role of Internet marketing (Koskinen, 2004, 155, modified)

TABLE 3. Website and e-business performance metrics (Rowley 2002, 106, modified)

Level of objectives	Examples of typical metrics
<b>Corporate objectives</b>	<ul style="list-style-type: none"> <li>• Contribution to revenue</li> <li>• Profitability of e-business and web-site activities</li> <li>• Return on investment</li> <li>• Cost savings in service delivery</li> <li>• Quality enhancement</li> </ul>
<b>Marketing objectives</b>	<ul style="list-style-type: none"> <li>• Customer acquisition, new leads generated</li> <li>• Sales generated, whether directly or indirectly through the website</li> <li>• Customer satisfaction</li> <li>• Customer retention rate</li> <li>• Enhanced customer loyalty</li> <li>• Enhanced corporate and brand presence, image and value</li> <li>• Cost of acquiring a new customer</li> <li>• Cost of relationship maintenance</li> </ul>
<b>Marketing communication objectives</b>	<ul style="list-style-type: none"> <li>• Awareness efficiency</li> <li>• Locability / attraction efficiency – number of individual visits/number of seeks</li> <li>• Contact efficiency – number of active visitors/number of visits</li> <li>• Conversion efficiency – number of purchases/number of active visits</li> <li>• Retention efficiency – number of repurchases/number of purchases</li> </ul>

For a company doing business online, it is important to align online and offline marketing efforts. A good example was presented in the book "E-business fundamentals" (2003) where it was suggested that a company had a "callback" button in the web shop if a customer wanted to get more detailed information. (Jackson & Harris & Eckersley, 2003, 89) Also, Paytrail Oyj suggested a live chat –option, which increases efficiency in customer service. (Paytrail Oyj)

Marketing for a web shop can be divided in two, where some of the marketing efforts are done inside the web shop and some externally. Marketing efforts done inside the web shop are done in order to gain customer loyalty and growth in conversions. The seeking of new customers is done outside the actual web shop. (Hallavo, 2013, 135)



PICTURE 3. Online and offline communication techniques for e-commerce. (Chaffey, 2016)

The usual ways of doing Internet marketing are to use either search engine optimization, search engine advertising, display-marketing, affiliate marketing or email-marketing. The most important thing when using Internet marketing, is that all efforts must be measurable. In addition to commercial ways of internet marketing, a company might get non-commercial advertisement if a third party, which is non-related to the company, finds the company and its products so interesting that it wants to tell about it in a marketing channel that reaches people who might be interested as well. Non-commercial advertisement can be done through social media channels as well. (Vehmas, 2008, 194)

Based on PwC's research on consumer behaviour, social media was said to be an even more important aspect when it comes to purchasing. 36% of the respondents stated that brands seen on social media led them to purchase from these companies. Social media combined to technology was a conclusion, which played the role of enhancing the experience of consumers. The U.S. real estate practice leader of PwC described the future of physical stores as places where the consumers come to get experiences, not just basic transactions. (Brooks, 2015)



## **4 SURVEY RESULTS**

### **4.1 Methodology**

The survey was designed using Google Forms and consisted of 22 questions. The survey was posted on the Facebook page of Uulatuote and altogether it received 377 responses. The purpose of the first part of the survey, which consisted of four questions, was to get basic information about the respondents, such as e-mail address, age and gender.

The second part of the survey, which consisted of five questions, was about brand awareness and buying behaviour. Through these questions the author wanted to find out how big a percentage of the respondent actually had actually bought the products of Uulatuote or paint in general and in which areas they required help when purchasing paint. At the same time, the results would help the author to formulate the analysis regarding the potential business expansion online and also understand the consumers better. Additionally it would be beneficial knowledge for Uulatuote in order to make better strategic decisions in the future.

The third part of the survey continued with brand awareness and more about the web page of Uulatuote and how familiar the consumers were of it. In this section, the author also wanted to find out if consumers had any comments regarding what they felt was missing from the web site so as to understand their needs better and see if those wishes and complaints could be something that a web shop could solve. These results, like the second part results, would also help Uulatuote to re-evaluate and reform their web presence.

The fourth and last part of the survey, the main focal point of the analysis of the thesis at hand, was about the hypothetical web shop of Uulatuote. In this section, the respondents were asked to answer what kind of paint or painting supplies they would potentially purchase online and if nothing, why not. In this part of the survey, it was also asked how big paint cans they could imagine buying online and also if they would want to purchase tester cans for a fee, to see how much interest it generated in the eyes of the consumers and to formulate a certain idea of what the web shop catalogue could consist of. The respondents were also asked to fill in the need they could imagine being fulfilled through the web shop, in order to see how big a percentage could benefit from the web shop, not only for purchasing purposes but other aspects as well.

The last questions were about delivery, postage costs and e-mail marketing. For future purposes, if Uulatuote were to open up a web shop, it would be beneficial to know which companies (such as post offices, Matkahuolto and R-Kioski) they should work with in order to meet the needs of the customers. Respondents were also asked how much they would be willing to pay for delivery, in order to find out if it would be profitable for Uulatuote to start selling online or not. The final question was about e-mail marketing, so that Uulatuote could find out if the respondents would be willing to get further marketing material through their e-mail, which they could give out in the survey. In this way both parties, the author of the thesis and the company would get valuable information through one survey.

## 4.2 Demographics

54,3% of the respondents were people in working life and a majority of all respondents (80,9%) were female. The age of the respondents varied, but the two biggest age groups were 46-60 year old people and 36-45 year old people, which corresponds well to the target group of Uulatuote. Also 13,3% of over 60 year old people responded.

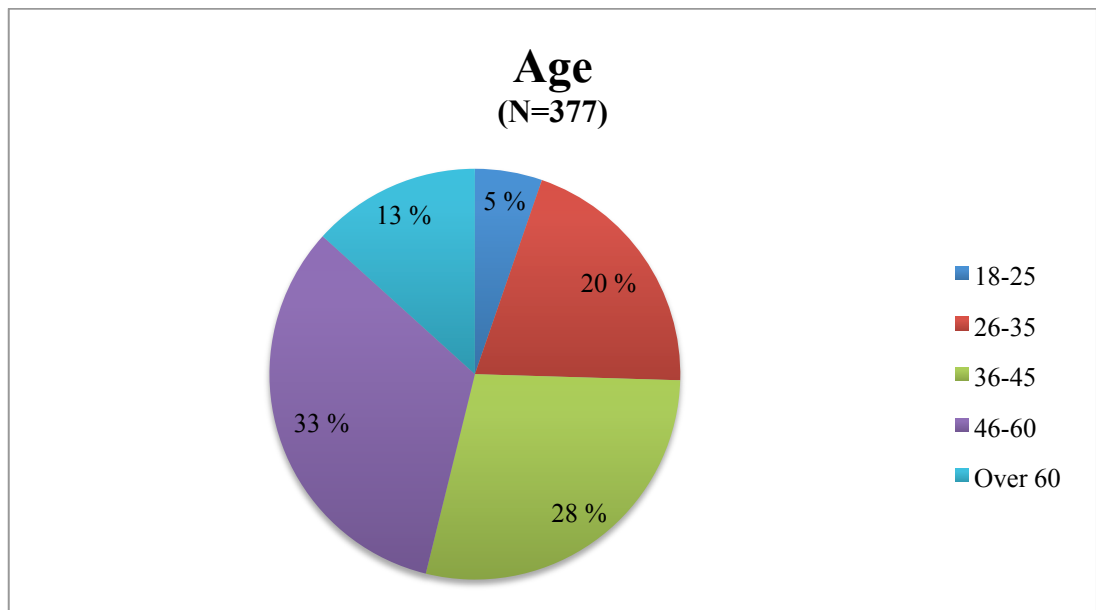


FIGURE 2.

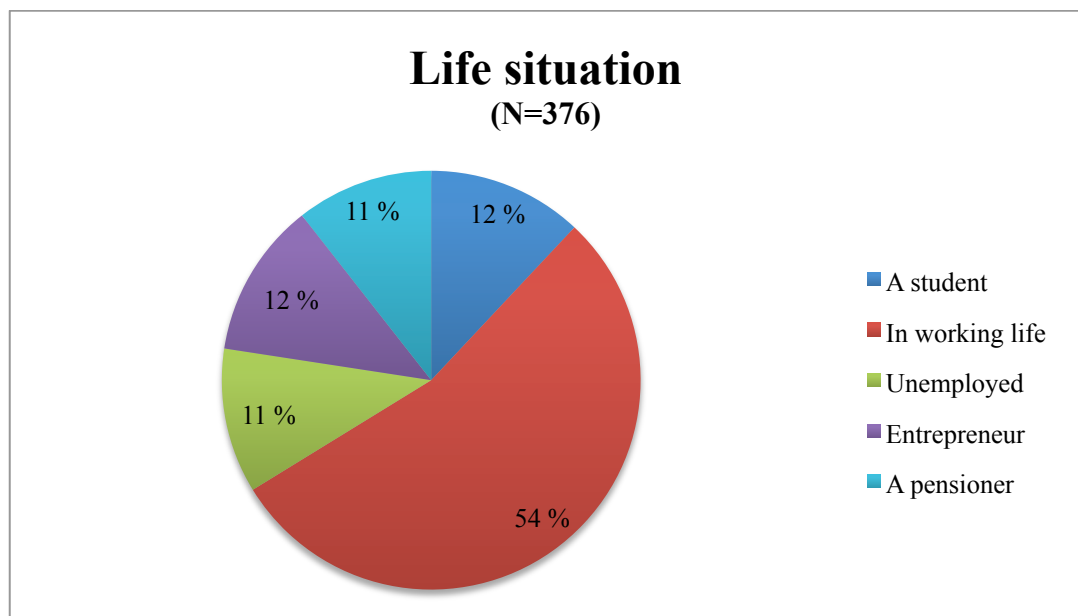


FIGURE 3.

### 4.3 Buying behaviour

97,6% of the respondents had bought paint at some point in their lives, which is a significant result, since it shows that the survey reached the right audience. Only 9 people out of 377 had never bought paint. 66,9% of 369 respondents had bought specifically paint from Uulatuoote.

73% stated they require help when buying paint, which could indicate that consumers feel more comfortable buying paint from physical stores where help is near. When asked in which areas the consumers feel they need most help, 274 responses were gathered. Respondents could choose more than one answer option, and 82,5% stated they need most assistance in picking the right kind of paint. Also painting methods and calculating the amount of paint needed were aspects the respondents stated as something they need assistance with. Help with choosing the right colour and right equipment was a worry for many of the respondents. Also other responses of various aspects surfaced. For example specific questions about details, painting problems, smell hazards and tinting were things respondents felt they wanted personal assistance with. According to the results, respondents also felt they could get a chance to get valuable tips from the staff and more information about delivery times and also the chance to negotiate with prices. A majority of (77%) 46-60 year old respondents stated they need help when purchasing paint. Almost all (86%) over 60 year old respondents stated the same. Also, 68% of 36-45 year old respondents felt the need for help. The percentage for 26-35 year old respondents was 62% and for 18-25 year olds 65%, which shows that no matter how old the customers are, the need for help is common when purchasing paint.

**Do you feel you need help when purchasing paint? (N=367)**

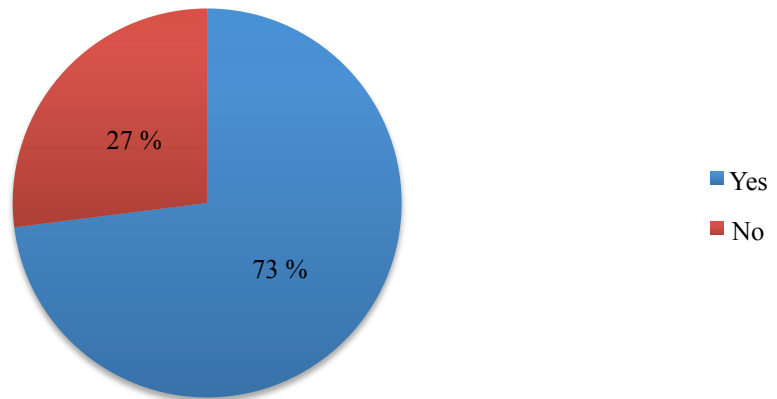


FIGURE 4.

**In which areas do you need help when purchasing paint? (N=267)**

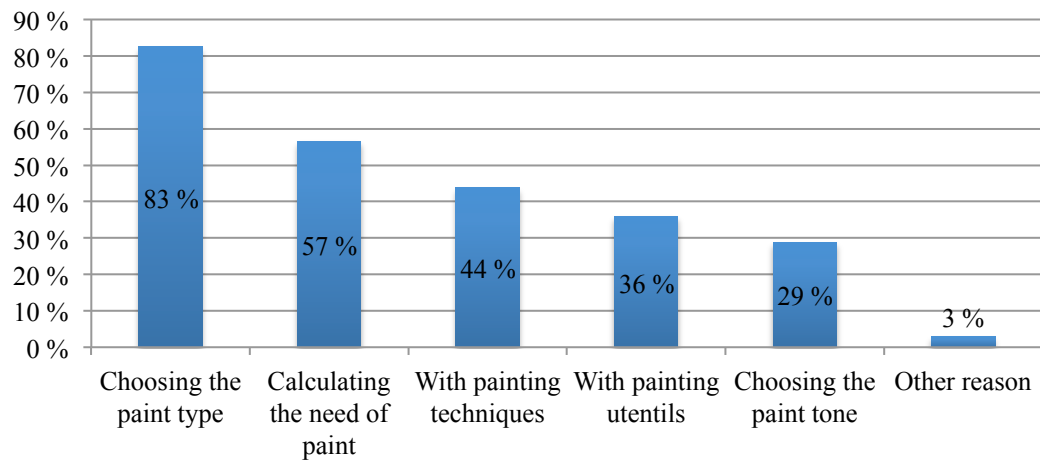


FIGURE 5.

#### 4.4 Brand awareness

66,9% of the respondents had bought paint from Uulatuote and from various retailers, Värissilmä being the most popular one. 73,7% of 376 respondents had visited the website of Uulatuote and most of the respondents felt they found all they needed from the site, which indicates that the respondents have been rather satisfied and also know the brand no matter if they had used the products before or not. Only 23 responses were gathered when asked if the respondents felt something was missing from the website. Based on the results, respondents were seeking for example more detailed information about various problems that they had faced when using the products of Uulatuote, about the ingredients used in the products and more help with choosing the right paint.

#### 4.5 Uula-web shop

When asked which kind of paint the respondents could imagine buying online, only 54 respondents stated they wouldn't buy anything. The respondents were given the chance to select more than one answer option to give a wider outlook of what could potentially be sold in the web shop of Uulatuote to meet the needs of the customers. 72,7% of the respondents stated they could imagine purchasing interior paint online. 62,9% stated they could buy accessories, such as paint brushes. 202 respondents expressed interest in buying also outdoor paint online and 168 respondents indicated interest in pigments.

The respondents who indicated they wouldn't buy any products online, were asked to define why. In this question, the respondents also had the opportunity to select more than one answer option. For this question, 75 responses were gathered which doesn't match with the amount of respondents who answered negatively in the previous question, which indicates that not all the respondents understood the questions correctly. A little over twenty respondents indicated they could buy from some product group online, but also answered to the next question "why wouldn't you buy?". Also some indicated they could buy from some product group online, but also chose the answer option of "I wouldn't buy anything", which indicates some kind of confusion when filling out the survey.

Putting these aside, 52 respondents clearly stated they would rather buy all paint products from retailers. 42% of those were 46-60 year old female and male respondents, 27% were 36-45 year old female and male respondents, 13% were over 60 year old female and male respondents, 12% were 26-35 year old female and male respondents and finally 6% were 18-25 year old female respondents.

From these respondents the majority (78,7%) stated that the reason why they wouldn't want to buy paint online is because they want to actually see the paint options and colours in the store. 54,7% wanted to go to the retail store in order to get personal service. 21,3% stated that they don't feel comfortable buying paint products online. 17,3% gave additional answers. Some stated that the retail stores are so close to them that it's convenient to purchase there. Some indicated that the increase of price is a turn-off since the postage has to be paid in addition to the actual product price. Some stated that they don't like web shops or that the distance to the nearest post office is too far away. However, some expressed the opinion that they could potentially buy online if a) the product was already familiar to the respondent and b) if there wasn't a retailer close by. Also the delivery time for online purchases was mentioned.

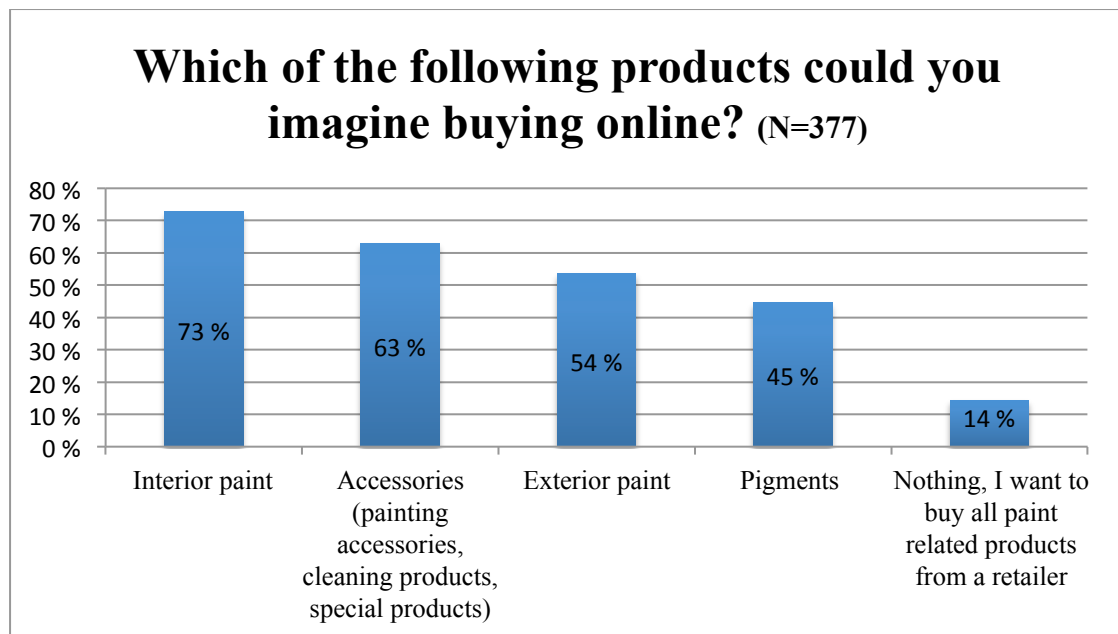


FIGURE 6.

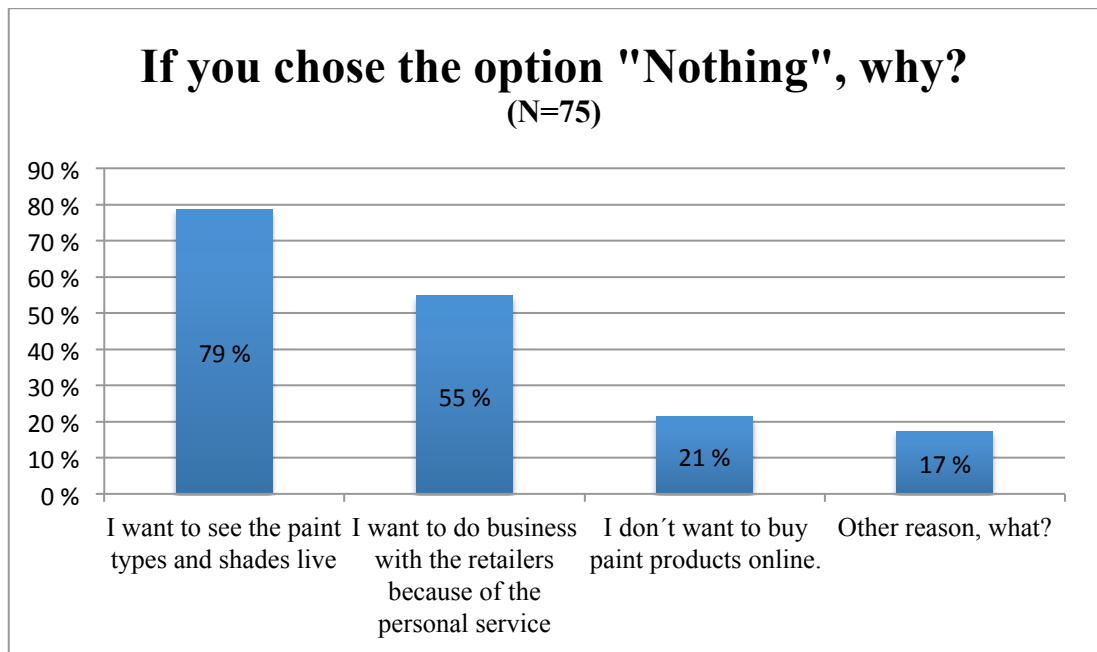


FIGURE 7.

Almost all of the respondents (99%) answered to the question in which they were asked for which need they would use the web shop of Uulatute. This shows a pretty significant interest towards it, since it was not compulsory to answer the question. Most (84,2%) answered that they would use it for information search purposes. 70,5% stated that they would make actual purchases through it. 67,3% of the respondents would use the web shop to compare prices and 64,6% to compare products. 83% of 372 respondents indicated that they would purchase accessories together with paint if they would buy paint items online.

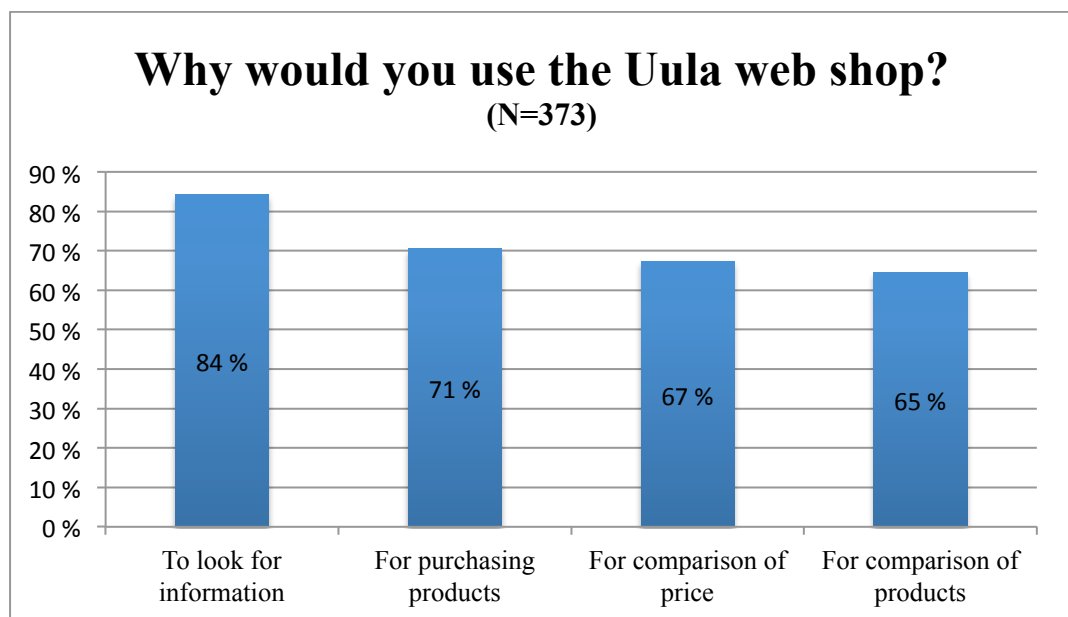


FIGURE 8.





FIGURE 9.

315 respondents of 372 specified which accessories they would purchase from the web shop. A majority (83,5%) expressed that they would purchase paint utensils, 50,5% would purchase cleaning supplies and 56,2% would buy special products offered.

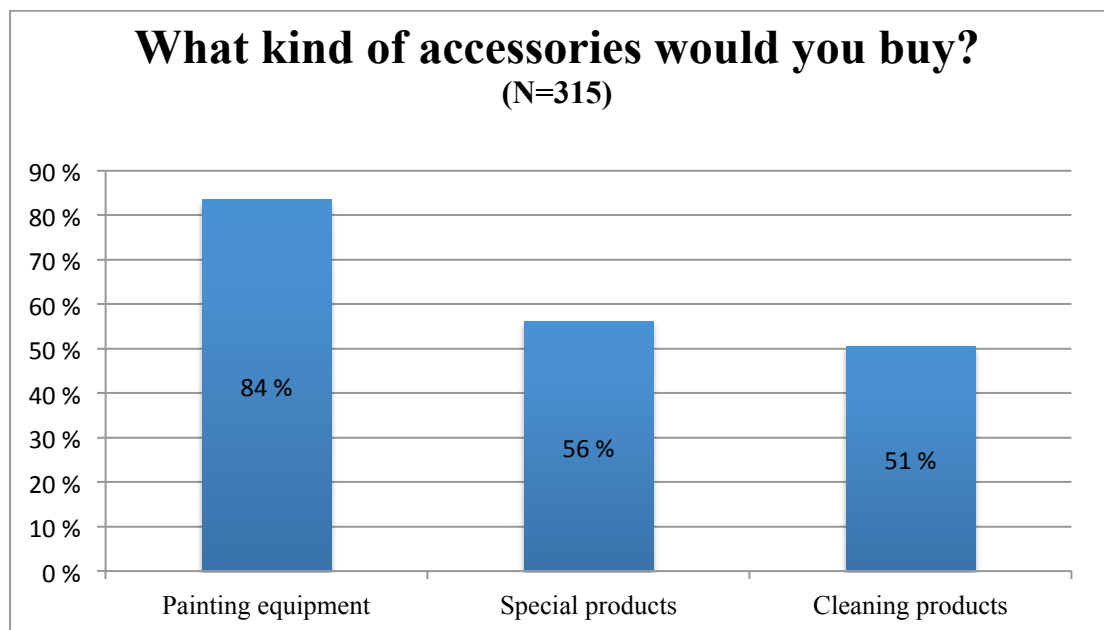


FIGURE 10.

353 respondents hypothetically answered a question where they were asked to specify how big paint cans they could imagine purchasing online. 2,7 litre paint was selected by 278 respondents. 237 respondents chose the 0,9 litre option, but also 200 respondents selected the 9 litre category, which shows that there is variation in interest.

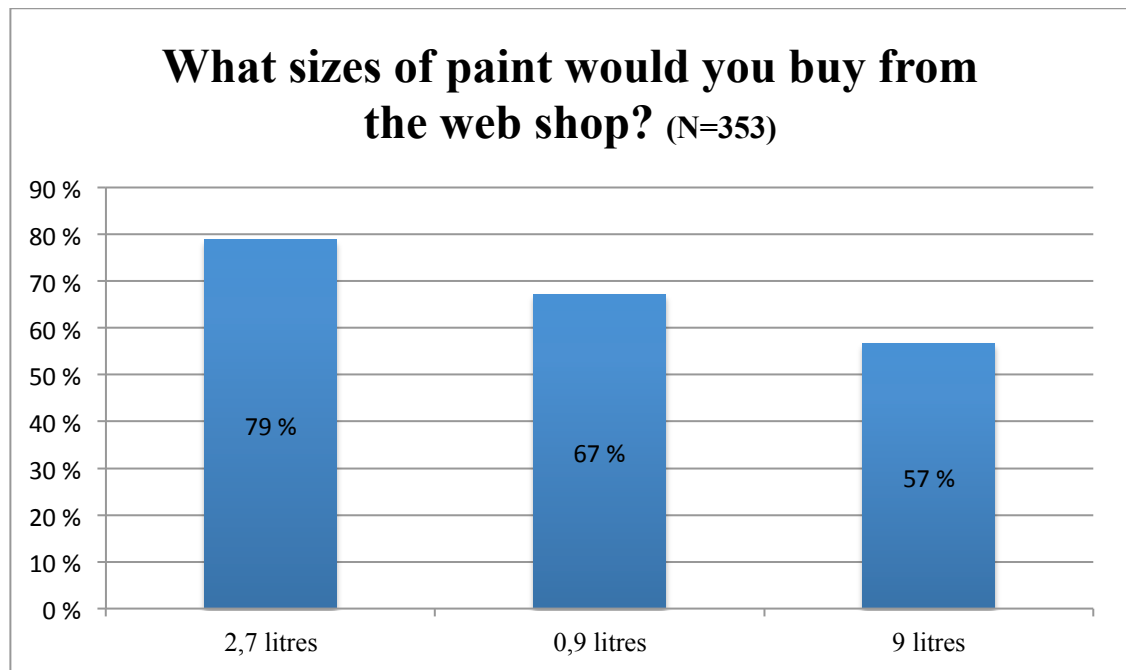


FIGURE 11.

Younger population (under 36 year old) preferred slightly more the smaller paint sizes in both female and male respondents. For the older age groups (from 36 year old) the option of 2,7 litre paint can was a rather clear winner for the female respondents. For male respondents, when taking in account all age groups, the most popular answer was the 9 litre paint size. Even so, all the answers were pretty well spread out, which shows that the consumers are quite open to the idea of purchasing any size of paint depending on their need at the time. No significant changes were found regarding the age of the respondents. The only clear difference in responses was regarding sex, since the results expressed that male respondents were not so keen on purchasing 0,9 litre or 2,7 litre paint which indicates that they do not have such big interest towards smaller painting jobs. Then again, in all other age groups than the over 60 year old, male respondents seemed to be rather interested in purchasing in all different product groups. (Tables 4, 5 and 6)

TABLE 4.

<b>0,9 litres</b>	Female respondents	Male respondents	No sex indicated
18-25 year old	8 (3%)	6 (3%)	2 (1%)
26-35 year old	53 (22%)	9 (4%)	-
36-45 year old	54 (23%)	14 (6%)	1 (0,42%)
46-60 year old	59 (25%)	11 (5%)	2 (1%)
Over 60 year old	17 (7%)	-	-
Altogether N=237	191 (81%)	40 (17%)	6 (3%)

TABLE 5.

<b>2,7 litres</b>	Female respondents	Male respondents	No sex indicated
18-25 year old	6 (2%)	6 (2%)	1 (0,36%)
26-35 year old	53 (19%)	8 (3%)	-
36-45 year old	68 (24%)	15 (5%)	-
46-60 year old	67 (24%)	17 (6,%)	3 (1%)
Over 60 year old	30 (11%)	3 (1%)	-
Altogether N=278	224 (81%)	49 (18%)	4 (1%)

TABLE 6.

<b>9 litres</b>	Female respondents	Male respondents	No sex indicated
18-25 year old	4 (2%)	5 (3%)	1 (1%)
26-35 year old	33 (17%)	5 (3%)	-
36-45 year old	46 (23%)	14 (7%)	-
46-60 year old	46 (23%)	19 (10%)	2 (1%)
Over 60 year old	18 (9%)	7 (4%)	-
Altogether N=200	147 (74%)	50 (25%)	3 (2%)

74,3% of 370 respondents answered that they would like to purchase small tester cans of paint online, which indicates that there is an interest to actually test the product before making a final purchase, even though it would cost more money. A question about delivery options for online purchases was introduced gathering a wide range of responses. It seemed that there was a lot of different preferences, but delivery to the nearest post office was the one most chosen, it being the choice of 191 respondents.

The next best option was delivery to the nearest Matkahuolto servicepoint, such as Siwa and Valintatalo, but also delivery to one's home was chosen by 171 respondents. Delivery to the nearest smartPOST-kiosk and R-Kioski also received interest.

In addition to these options, respondents introduced some other opinions concerning delivery. 4 respondents stated that they would like to collect the online orders from a selected retailer and 3 respondents indicated that they wouldn't mind to which given option the order would be delivered, since the only important thing for these respondents was that it should be the cheapest option or even a free one. One respondent also expressed the need for deliveries abroad.

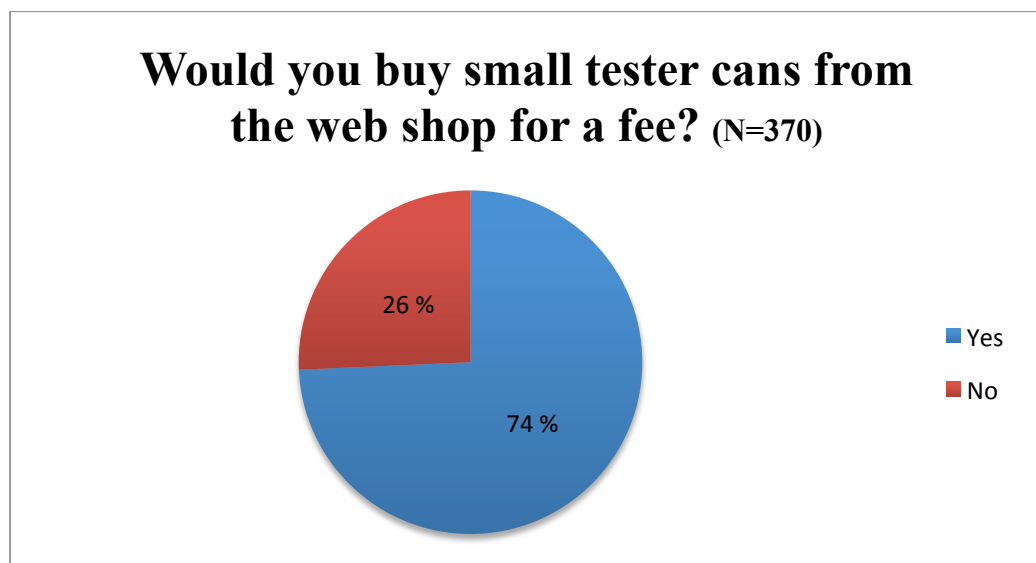


FIGURE 12.

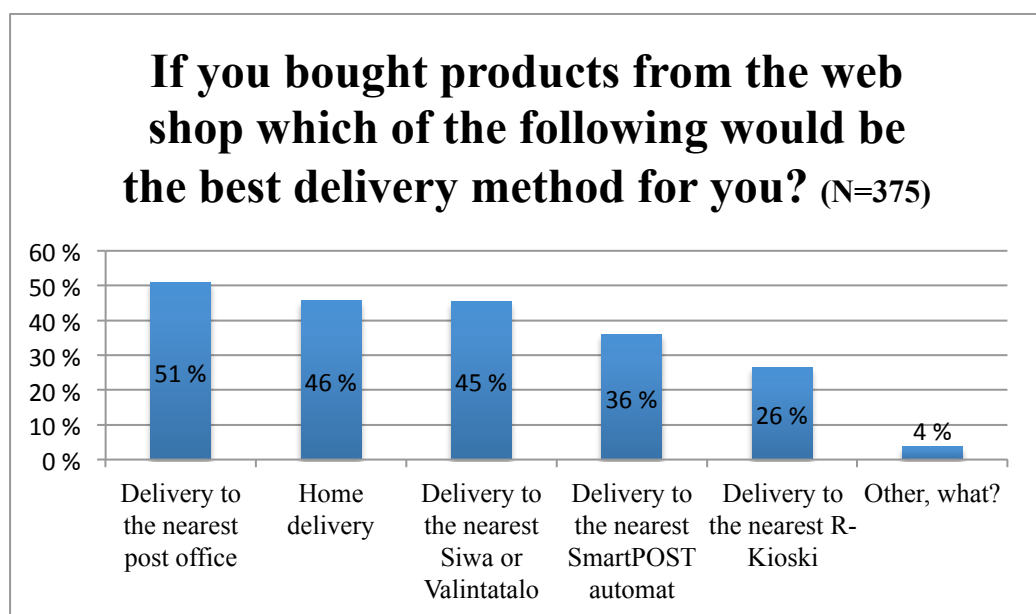


FIGURE 13.

#### 4.5.1 Postage costs

As can already be seen in the previous survey question, respondents seem to be price conscious when it comes to online purchasing. That notion was also supported in the results for a question where respondents had to specify how much they would be willing to pay for delivery. 370 respondents answered the question, with 75,1% of them stating that they wouldn't pay more than 10€. 21,9% could imagine paying up to 20€ and 2,4% up to 30€. Only 2 respondents out of the 370 would be willing to pay more than 30€.

With this question, it has to be kept in mind that the response is subjective to the amount of paint the respondent has had in mind when choosing the answer option for this question. For example a person thinking of only purchasing small cans of paint would probably choose the option of 0-10€, but despite this it is clearly shown that based on this research the ultimate limit for delivery costs is 20 euros.

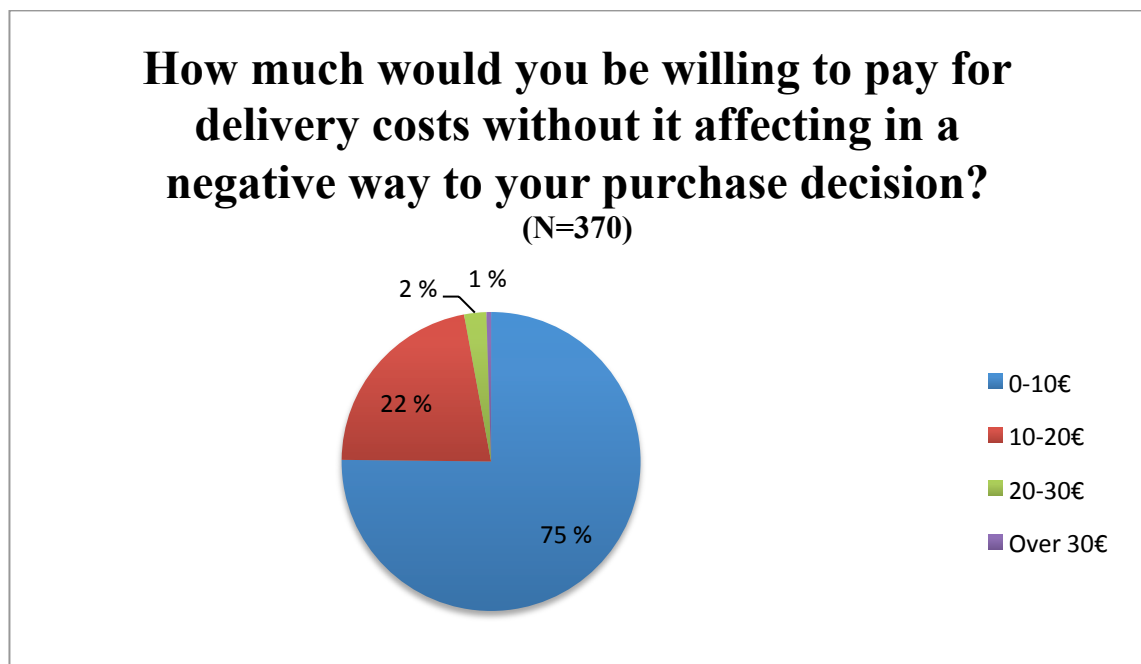


FIGURE 14.

Finally, the respondents were asked if they would like to receive offers and product introductions to their e-mail addresses and it pretty much divided the respondent base into two. 52,4% expressed their interest towards e-mail marketing and 47,6% indicated that they wouldn't like to be part of it.

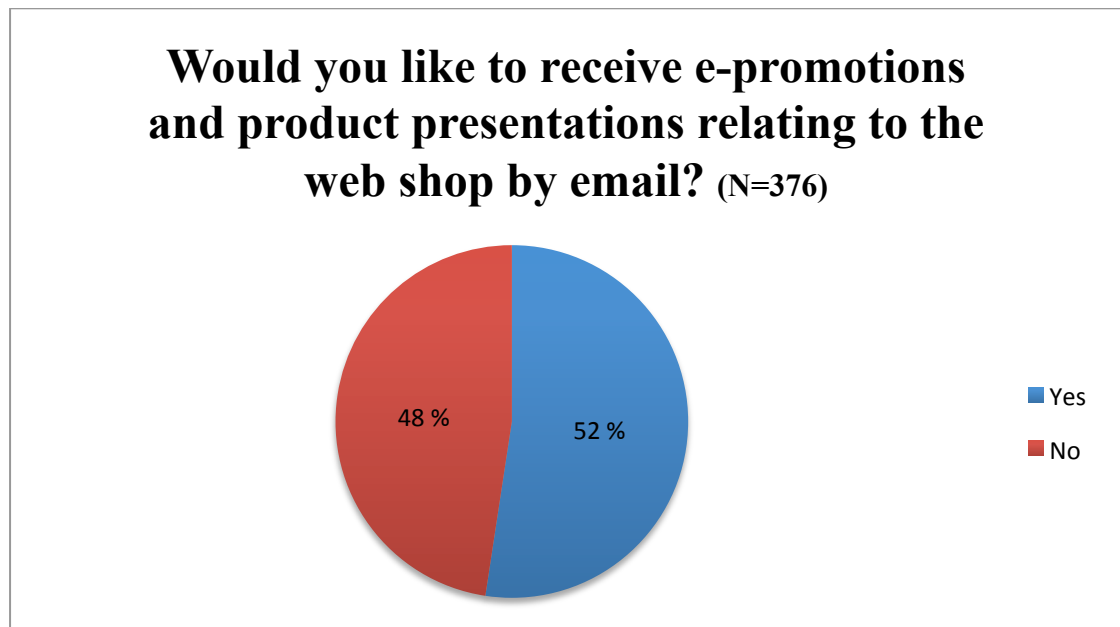


FIGURE 15.

## 5 CONCLUSION

All in all, the survey was successful. The amount of responses the survey generated was significant, which makes the results reliable and they can be generalized to a larger amount of the Finnish population. Also, the Facebook follower base of Uulatuote seemed to be enthusiastic since the post of the survey generated discussion, many shares and likes. The topic was clearly interesting, since this many responses were gathered in only two weeks.

Based on the research done, it seems that the consumers are open to the idea of purchasing paint and painting supplies online. However, consumers find that assistance of a professional is quite important when it comes to purchasing paint, since there seems to be a lot of different aspects consumers want to be assured about before making the actual purchasing decision. It is difficult to say based on the results and without expertise, if an online store could serve the level of assistance needed by the consumers, though it seems that the consumers are already doing a lot of research through the website of Uulatuote, which indicates that the web is already playing a rather big role in the consumer decision making process.

The importance of the web is also shown when looking at the results of how consumers would hypothetically use the web shop of Uulatuote, since such a big percentage showed interest towards using it, even though not all felt comfortable actually purchasing items online. Still, only 54 out of 377 couldn't imagine buying any paint related products online, which is a significant outcome. Based on the research, consumers would benefit in different ways from the web shop and still many would also make a purchase, especially if the postage costs were moderate. The consumers seem to also show interest towards purchasing testers, which shows that the final purchasing decision is not made lightly, of course depending on the need of the customer. The level of uncertainty might be different if comparing a small paint job and a large one.

Postage costs, based on the research, are something consumers are slightly hesitant towards. In the survey, there was not an answer option of “I wouldn’t want to pay postage at all”, so it can’t be said consumers aren’t willing to pay, but still 75,1% would want to keep the postage costs lower than 10€ which can be a challenge that Uulatuote has to consider, since freight costs can be rather high when sending out heavy packages, such as paint cans. Then again, smaller paint cans and paint utensils are not as heavy and therefore a lot easier to send with lower delivery costs.

As mentioned in the theoretical framework, it seems the research results pretty much support the fact that a web shop is a valuable addition to a physical store. Through the results, it can be seen that consumers are interested in looking for a web shop and for a great percentage of consumers it would be an option as a place of purchase.

With regards to my own opinion and after conducting this research, I can see the potential of a web shop offering paint and associated supplies, especially now when we are moving towards a more and more web based business world and everything can be bought online, except at the moment paint. There must be a reason why no one has started selling paint online yet, but I don’t regard this as something that couldn’t be done. Especially smaller cans, testers and painting utensils would be easy to ship and sell for customers doing smaller paint jobs or wanting to test a colour or a paint type before making a large order from a retailer.

## **5.1 Validity**

Since the amount of responses was 377, it can be said that the results have statistical significance and can be seen as reliable. The minimum amount of answers was 100 in order for the research results to be valid. With 377 responses, the results can be also generalized to a larger amount of Finns, which helps the case company to make future decisions regarding the topic.



When it comes to the actual responses, some notes must be made regarding validity. Since the questionnaire only had one compulsory question (in which the respondents were asked to specify for which need they would use the web shop of Uulatuote), not all questions gathered 377 responses. Even though it is unlikely this happened, respondents could have filled in the questionnaire more than once, since there were not any limits. It is also possible that some respondents did not understand all the questions or answer options right, which could have affected the results. Especially when it comes to specifying how much the respondents would be willing to pay for postage, the results are very subjective, which makes the generalization of the result a bit challenging. All the original graphs derived from Google Forms can be seen in the appendices.

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## APPENDICES

### Appendix 1. Survey questions

1 (4)

#### Vastaajan tiedot/Details of the respondent

1. Sähköposti (arvontaa varten) E-mail address (for the drawing of the prize)

2. Ikä/Age:                      18-25                      26-35                      36-45                      46-60                      Yli 60

3. Oletko Are you a

- a. Opiskelija/Student
- b. Työelämässä/In work life
- c. Työtön/Unemployed
- d. Yrittäjä tai Yritys/An entrepreneur of business
- e. Eläkeläinen/Pensioner

4. Oletko/Are you a

- a. Nainen/Woman
- b. Mies/Man

#### Maalausostokset/Purchasing of paint

5. Oletko koskaan ostanut maalia tai maalaustuotteita? Have you ever bought paint or paint products?

Kyllä / Ei (Jos vastasit Ei, siirry kysymykseen 10) Yes/No ( If you answered no go to question 10)

6. Oletko koskaan ostanut Uulan tuotteita? Have you ever bought Uula products?

Kyllä/Ei (Jos vastasit Ei, siirry kysymykseen 8) Yes/No ( If you answered no go to question 8)

## Survey questions

2 (4)

7. Jos vastasit edelliseen kyllä, miltä seuraavilta jälleenmyyjiltä olet ostanut Uulan tuotteita? Voit valita useamman vastausvaihtoehdon. If you answered yes to the previous question from which of the following retailers have you bought Uula products? You can select more than one option
- RTV
  - Bauhaus
  - Värisilmä
  - Kodin Terra
  - Uulatuotteen tehtaanmyymälä Uula's factory outlet
  - Jostain muualta, mistä? From elsewhere, where?

8. Koetko tarvitsevasi apua maaliostoksia tehdessäsi? Do you feel that you need help when purchasing paint?

Kyllä / Ei (Jos vastasit Ei, siirry kysymykseen 10) Yes/No ( If you answered no, go to question 10)

9. Missä asioissa koet tarvitsevasi apua maaliostoksilla? Voit valita useamman vastausvaihtoehdon./In which matters do you feel you need help when purchasing paint? You can select more than one option.
- Maalityypin valitsemisessa/In the selection of paint type
  - Maalisävyyn valitsemisessa/In the selection of paint tone
  - Maalaustekniikoissa ja maalausohjeissa/In painting techniques and painting instructions
  - Maalausvälineissä/In painting equipment
  - Maalimenekin laskemisessa/In calculating the need of paint
  - Jossakin muussa, missä? In something else, what?

### UULA.FI kotisivut/UULA.FI web page

10. Oletko vierailut Uulan kotisivuilla, UULA.FI? Have you ever visited the Uula website?

Kyllä / Ei (jos vastasit Ei, siirry kysymykseen 13) Yes/No ( If you answered no, go to question 13)

11. Jos vastasit kyllä, löysitkö tarvittavan tiedon? If you answered yes did you find the information you were looking for?

Kyllä / Ei (jos vastasit Kyllä, siirry kysymykseen 13) Yes/No ( if you answered yes, go to question 13)

12. Jos et löytänyt nettisivuilta tarvitsemaasi tietoa, mitä jäit kaipaamaan? If you didn't find the information you were looking for what was missing?

**UULA Verkkokauppa/Uula web shop**

13. Mitä seuraavista tuotteista voisit kuvitella ostavasi verkkokaupasta? Voit valita useamman vastausvaihtoehdon./Which of the following products could you imagine buying from the web shop? You can select more than one option
- a. Sisämaalia (iNTO sisutus- ja kalustemaalit, iLONA-kuultomaali, UULA ovi- ja ikkunamaali, UULA puulattiamaalit)/Interior paint (iNTO interior and furniture paint, iLONA glazing paint, UULA door and window paint, UULA paint for wooden floors)
  - b. Ulkomaalia (pellavaöljymaali, petrooliöljymaali, keittomaali, roslagin mahonki)/Exterior paint (linseed oil paint, matt linseed oil paint, Nordicpaint, Roslag Mahogany paint)
  - c. Pigmentit (Pigments)
  - d. Oheistuotteet (maalaustarvikkeet, puhdistusaineet, erikoistuotteet)/Accessories (painting accessories, cleaning products, special products)
  - e. En mitään, haluan ostaa tuotteet vain UULA-jälleenmyyjiltä/Nothing, I want to buy products only from UULA retailers.
14. Jos vastasit edelliseen ”en mitään”, miksi? Voit valita useamman vastausvaihtoehdon./If you answered “nothing” to the previous question, why? You can select more than one option.
- a. Haluan nähdä aidot maalimallit ja värisävyt luonnollisina./I want to see the paint types and shades live.
  - b. Haluan asioida jälleenmyyjillä henkilökohtaisen palvelun vuoksi./I want to do business with the retailers because of the personal service
  - c. En halua ostaa maalialan tuotteita verkkokaupasta./I don't want to buy paint products online.
  - d. Jokin muu syy, mikä?/Some other reason, what?
15. Mihin tarkoitukseen käyttäisit Uulan verkkokauppaa? Voit valita useamman vastausvaihtoehdon./Why would you use the Uula web shop? You can select more than one option.
- a. Tuoteostosten tekemiseen/For purchasing of products
  - b. Tuotevertailuun/For comparison of products
  - c. Hintavertailuun/For comparison of price
  - d. Informaation etsintään/To look for information
16. Jos tilaisit verkosta maalia, ostaisitko oheistuotteita maalitilauksen yhteydessä?/If you ordered paint online would you buy accessories in association with your order of paint?
- a. Kyllä/Yes
  - b. En (jos vastasit Ei, siirry kysymykseen 18) No ( if you answered no, go to question 18)

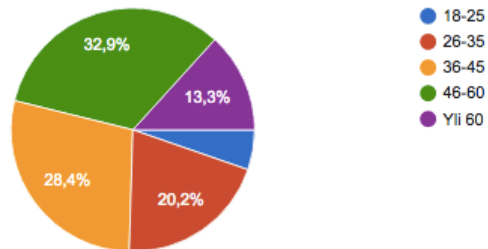
## Survey questions

4 (4)

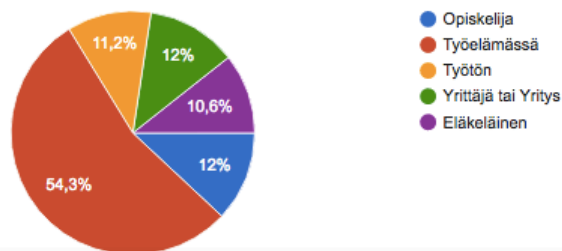
17. Jos vastasit edelliseen kyllä, minkälaisia oheistuotteita haluaisit ostaa? Voit valita useamman vastausvaihtoehdon./If you answered yes to the previous question what kind of accessories would you buy? You can select more than one option
- a. Maalaustarvikkeita/Painting equipment
  - b. Puhdistusaineita/Cleaning products
  - c. Erikoistuotteita/Special products
18. Minkä kokoisia maalieriä ostaisit verkkokaupasta? Voit valita useamman vastausvaihtoehdon./What sizes of paint would you buy from the web shop? You can select more than one option
- a. 0,9 litraa/0.9 litres
  - b. 2,7 litraa/2.7 litres
  - c. 9 litraa/9 litres
19. Haluaisitko tilata verkkokaupasta pieniä maksullisia tuote- ja sävymallipurkkeja?/Would you buy small tester cans from the web shop for a fee?
- Kyllä / En/ Yes / No
20. Jos ostaisit tuotteita verkosta, mikä seuraavista olisi paras toimitustapa Sinulle? Voit valita useamman vastausvaihtoehdon./If you bought products from the web shop which of the following would be the best delivery method for you? You can chose more than one option.
- a. Toimitus lähimpään postiin/Delivery to the nearest post office
  - b. Toimitus lähimpään postin SmartPOST pakettiautomaattiin/Delivery to the nearest SmartPOST automat
  - c. Toimitus lähimpään matkahuollon pisteeseen (Siwat ja Valintatalo)/Delivery to the nearest Siwa or Valintatalo
  - d. Toimitus lähimpään R-Kioski/Delivery to the nearest R-kioski
  - e. Toimitus kotiovelle/Home delivery
  - f. Jokin muu, mikä?/Other, what?
21. Kuinka paljon olisit valmis maksamaan postikuluista ilman, että se vaikuttaa negatiivisesti ostopäätökseesi?/How much would you be willing to pay for delivery costs without it affecting in a negative way to your purchase decision?
- a. 0-10€
  - b. 10-20€
  - c. 20-30€
  - d. Yli 30€/Over 30€
22. Haluaisitko saada sähköisiä tarjouksia ja tuote-esittelyitä sähköpostiisi verkkokauppaan liittyen?/Would you like to receive e-promotions and product presentations relating to the web shop by email?
- Kyllä/En/Yes/No

## Appendix 2. Original figures of the survey results derived from Google Forms 1 (7)

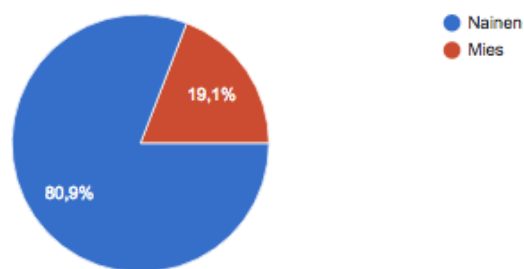
## 2. Ikä (377 vastausta)



## 3. Oletko (376 vastausta)



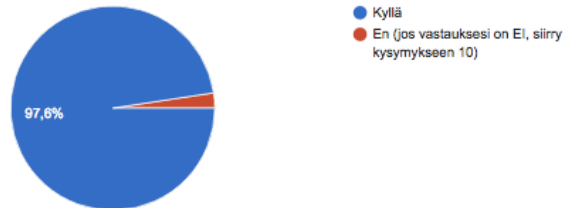
## 4. Oletko (371 vastausta)



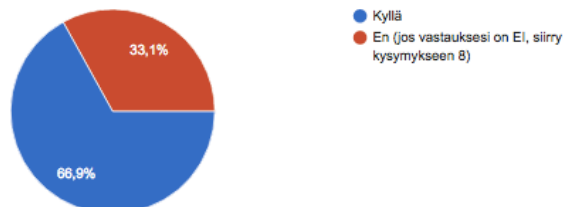


## MAALAUOSTOKSET

5. Oletko koskaan ostanut maalia tai maalaustuotteita? (377 vastausta)

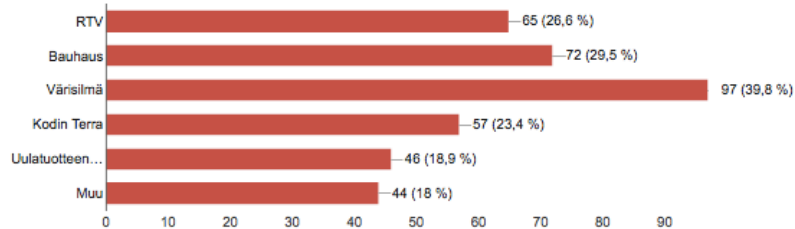


6. Oletko koskaan ostanut Uulan tuotteita? (369 vastausta)

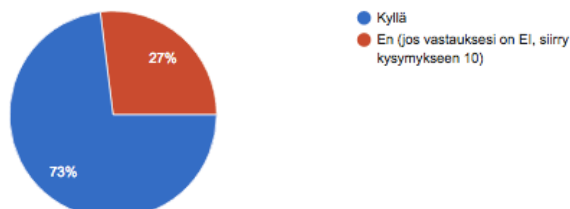


7. Jos vastasit edelliseen kyllä, miltä seuraavilta jälleenmyyjiltä olet ostanut Uulan tuotteita? Voit valita useamman vastausvaihtoehdon.

(244 vastausta)

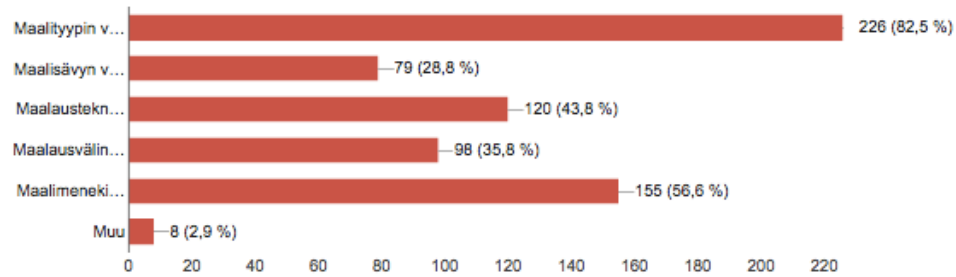


8. Koetko tarvitsevasi apua maaliostoksia tehdessäsi? (367 vastausta)



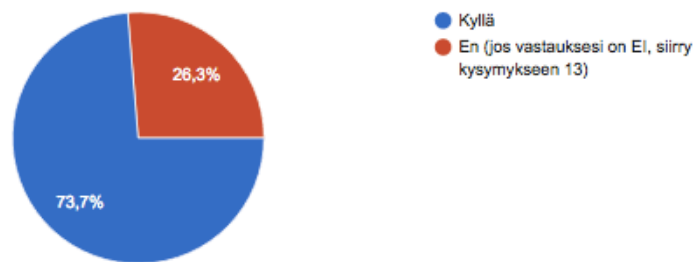
**9. Missä asioissa koet tarvitsevasi apua maaliostoksia tehdessäsi? Voit valita useamman vastausvaihtoehdon.**

(274 vastausta)



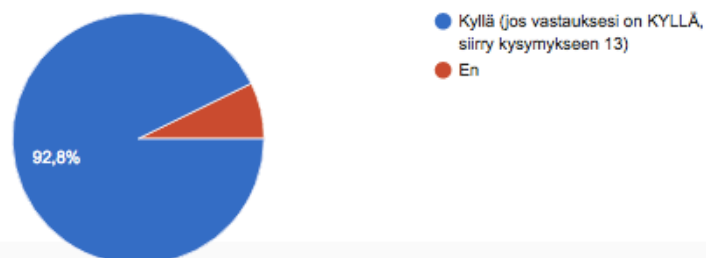
**UULA.FI KOTISIVUT**

**10. Oletko vierailut Uulan kotisivuilla, UULA.FI? (376 vastausta)**



**11. Jos vastauksesi edelliseen oli kyllä, löysitkö nettisivuilta tarvitsemasi tiedon?**

(276 vastausta)



## 12. Jos et löytänyt nettisivuilta tarvitsemaasi tietoa, mitä jäit kaipaamaan?

(23 vastausta)

Valmistusaineet
Maalivalitsin helpottaisi oikean tuotteen löytämistä oikeaan käyttöön. Esim. Paneelikatton maalaukseen etsin tässä pari viikkoa sitten tuotetta, ja kyllähän sen tiedon sitten sivuilta esille kaivoin ja tulkitsin lukemani, mutta helpommalla olisin halunnut päästä. Kodin terran myyjien ammattitaito ei ole vakuuttanut kotitalouttamme, ja luemmeikin tuotteista kotona ennen kauppaan ajamista.
Tarkempaa tietoa mihin mikäkin maali käy
tutustelin vasta
Oikeastaan täsmennys edelliseen kysymykseen: nettisivuilta löytyi tarvitsemani tieto, mutta jos maaliliikkeen myyjä on asiantunteva, se vakuuttaa edelleen tekemään ostoksen.
Kuinka värisävyt muuttuvat jos yhdistää kahta eri maalisävyä. Lattiamaalien vanhaa vaalean harmaata sävyä ei taida olla Uulan maaleissa!
Tarkempia ohjeita siihen, että jos joskus on maalannut Uulat tuotteen keittomaalilla, niin mitä pitää vanhalle maalattulle pinnalle tehdä, että voi maalata uudelleen toisella maalimateriaalilla.
Mikä maali sopi parhaiten kivijalkaan

## 12. Jos et löytänyt nettisivuilta tarvitsemaasi tietoa, mitä jäit kaipaamaan?

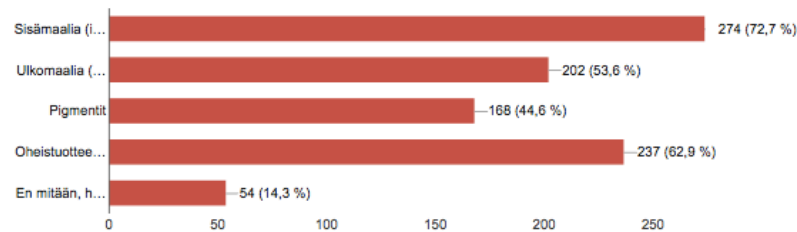
(23 vastausta)

No, oma kysymykseni oli sen verran monimutkainen, että siihen on vaikea vastata enkä edes odottanut, että nettisivuilla olisi ollut siihen suoraa vastausta
Soveltuvuus päällemaalaamiseen, tuotteiden muutokset, kestävyys jne
Ei löytynyt hintaa taikka sen hetken toimitusaikataulua/varastosaldoa
Tarkkoja teknisiä tietoja
Tiettyjen erikoistapausten maalivalintoja, samaan käyttöön sopivien maalien eroja
Maalausohjeita, kokemuksia käyttäjiltä
Esim. Into-sisustumaalin koostumuksesta ja täyteaineista lisätietoa.
Lisätietoa maalien koostumuksesta, täyteaineet ym.
Värikartta livenä
Mutta Maalit saisi olla filteröitävissä maalauskohteen mukaan. Esim lattia jne
Punamullan (keittomaali) pakkauskokoja.
Miksi teidän keltaisella maalattiin seinään tulee hometäpiä vaikka on käyttänyt teidän homeenestoinetta.
Aikaisemmin sivuilla oli maalityypin valintaan oiva apuri, sitä jäin viimeisimmällä vierailulla kaipaamaan.
Haluamaani väriä
ral -sävykartan lähimmät vastaavuudet uulan sävyihin, samoin rgb/cmyk-vastaavuudet (vaikea ehkä toteuttaa, mutta tästä voisi olla ammattilaiselle hyötyä)

## UULA VERKKOKAUPPA

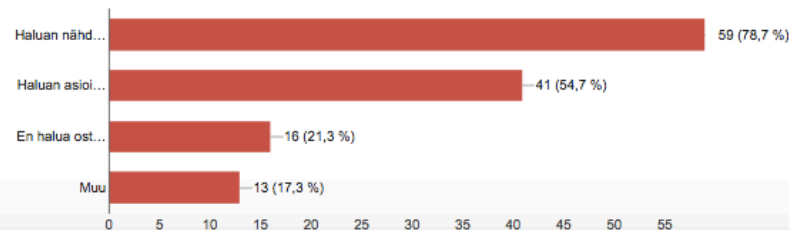
13. Mitä seuraavista maaleista voisit kuvitella ostavasi verkkokaupasta? Voit valita useamman vastausvaihtoehdon.

(377 vastausta)



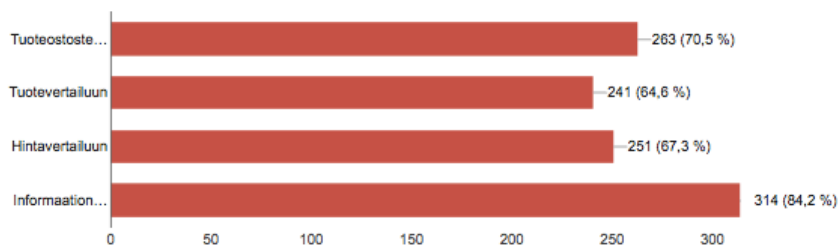
14. Jos vastasit edelliseen "en mitään", miksi? Voit valita useamman vastausvaihtoehdon.

(75 vastausta)



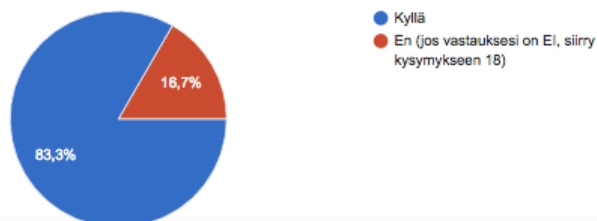
15. Mihin tarkoitukseen käyttäisit Uulan verkkokauppaa? Voit valita useamman vastausvaihtoehdon.

(373 vastausta)



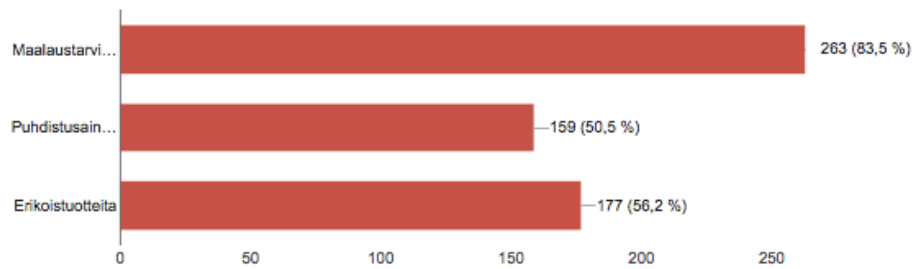
16. Jos tilaisit verkosta maalia, ostaisitko oheistuotteita maalitilauksen yhteydessä?

(372 vastausta)



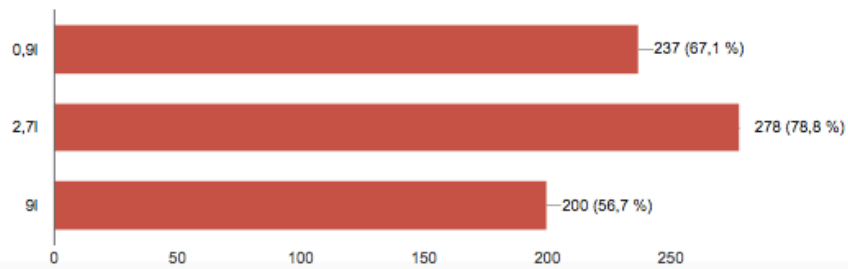
17. Jos vastasit edelliseen kyllä, minkälaisia oheistuotteita haluaisit ostaa?  
 Voit valita useamman vastausvaihtoehdon.

(315 vastausta)



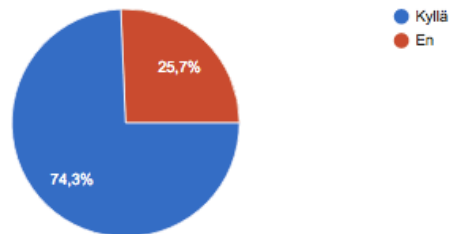
18. Minkä kokoisia maalieriä ostaisit verkkokaupasta? Voit valita useamman vastausvaihtoehdon.

(353 vastausta)



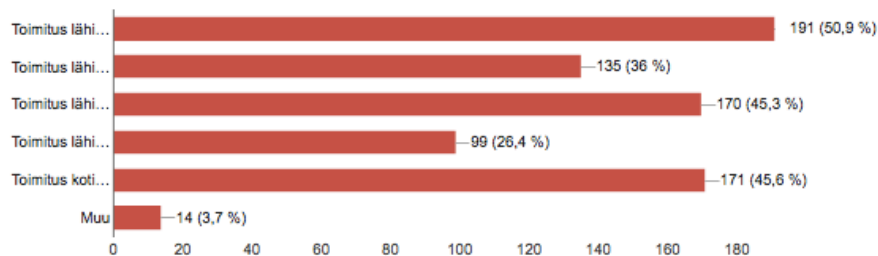
**19. Haluaisitko tilata verkkokaupasta pieniä maksullisia tuote- ja säilymällipurkkeja?**

(370 vastausta)



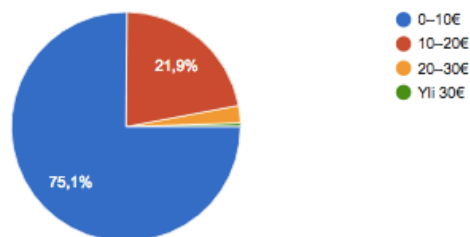
**20. Jos ostaisit maalia verkosta, mikä seuraavista olisi paras toimitustapa Sinulle? Voit valita useamman vastausvaihtoehdon.**

(375 vastausta)



**21. Kuinka paljon olisit valmis maksamaan postikuluista ilman, että se vaikuttaisi negatiivisesti ostopäätökseesi?**

(370 vastausta)



**22. Haluaisitko saada sähköisiä tarjouksia ja tuote-esittelyitä sähköpostiisi verkkokauppaan liittyen?**

(376 vastausta)

